

Văcărescu Lois LAM România

•mass media•

those means of communication that reach and influence large numbers of people, esp. newspapers, popular magazines, radio, and television

- Academic discipline that deals with the content, history, meaning and effects of various media, in particular mass media.

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The mass media has become one of the main instruments of political change. the different methods of giving information to lots of people, for example, through newspapers, television, and radio:

Governments use a host of mass media to alert the public about risks.

There is a belief that traditional mass media is dying.